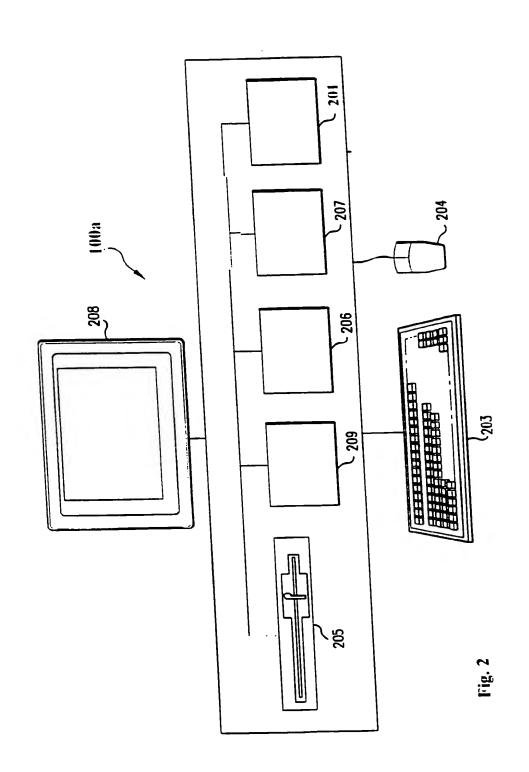


1. L. 4

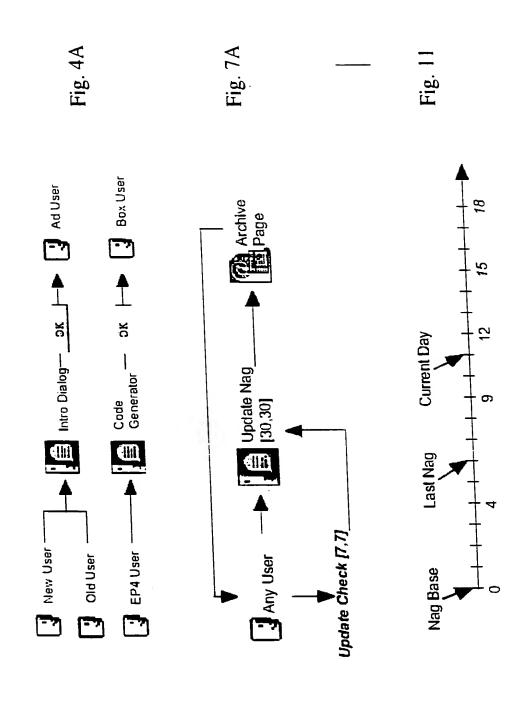


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Fig. 3A

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Fig. 3B



Welcome to Eudoral

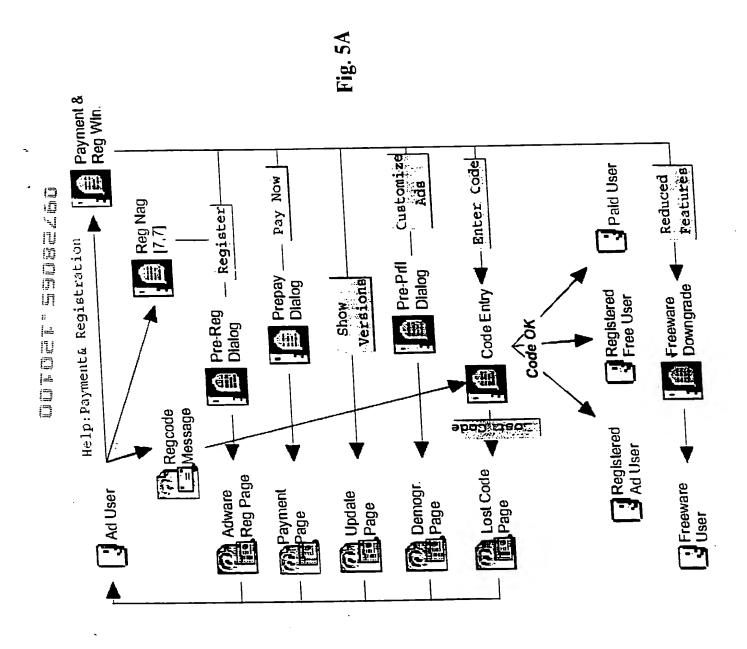
Eudora is now licensed in three ways, Sponsored Mode, Paid Mode, and Light Mode. Unless you change modes, Eudora will run in Sponsored Mode, meaning it will display ads.

We have done our best to present the ads in a way that respects the work you do in email. By allowing Eudore to displey ads, you get the full power of Eudora for free and we can still pay our bills.

If you decide the ads are not for you, you can change modes. Paid Mode shows no ads. Current Eudora Pro 4x users vill be able to upgrade to Paid Mode for free. Other users vill be able to boy a license fee to go to Paid Mode. At this stage in testing, the machinery for Paid Mode is not fully tested, and Paid Mode is unavailable. Light Mode also shows no ads, but has many tower

To switch forms of Eudora, please use the "Payment & Registration" item in the Help menu. To learn more about the three modes, click on the "Tell Me More" button below

Tell me more



`

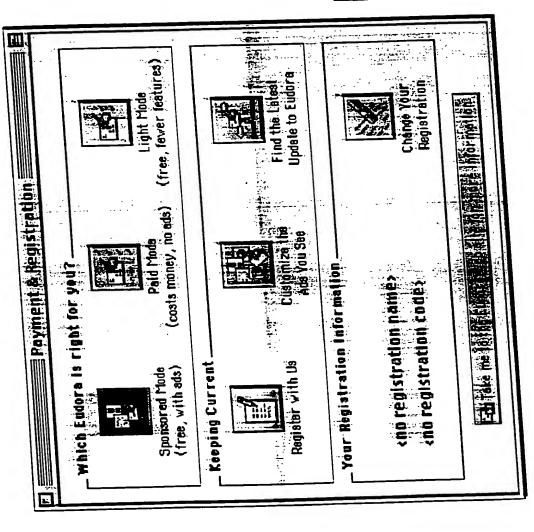


Fig. 5B

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1	. We'll a			tion pa
	ra 3			eğisträ
	ou so ofte	and easy!		tó Che.
	Would you like to register your copy of Eudora? As a registered user of Eudora we wan't hap you as often as we do. yve'll also erect a giant statue in your image on the front lawn of our corporate headquarters (*).	How cool is that? C'mon register! It's fun and easy!	(* Glant statue offer void on the planet Earth)	Täkeme tö (he registrätlön päge)
	dora ve v	. register	on the pl	
	ke to relater of Europe (ue in you	? C'man	offer vold	igi -
	Yould you like as a registered use rect a giant statue needquarters (*).	ol is thet	nt statue (Maybe later
	Would As a reg erect a headqua	003 ×0H	(A Glan	Σ

Fig. 5C

185	Thanks for choosing to register Eudora! You'll next be walked through a few quick steps, as described balow, before	ration is complete: • Eudora will open your web brawser and take you to our registration • Eudora will open your web brawser and take you to our registration	• You'll fill in some simple registration information on the web site	• We'll then email a Eudora registration code back to you	• The next time you check mail. Eudore will automatically recognize this code and display a dialog box inviting you to confirm your registration information	• Te da! You'l! then become a registered user of Eudore Thanks!	Candel
	Thanks for choo	registration is complete: • Eudore will open y page	é You'll fill In	• We'll then en	• The next time you check this code and display a dis	• Tada! You'll	

Fig. 5D

Thanks for choosing to purchase Eudoriff

you'll next be walked through a few quick steps, as described below, before
you'll next be walked through a few quick steps, as described below, before
you'll next be walked through a few quick steps, as described below, before

Registration page

Registration page

The next time you check mell Eudora will altomatically recognize

The next time you check mell Eudora will altomatically recognize

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The next time you check mell Eudora will altomatically recognize

The next time you check mell Eudora will altomatically recognize

The next time you check mell Eudora will indo user. Congretulations!

Fig. 5E

Cancel

 Thank you for your registration; please enter the name you to complete your registration code below.	red inder: Last Name: Manyjar8	Cancel OK
Thank you for your registration, please er ro complete your registration, please er under and your registration code below.		Your registration Code. 48925-89A2-B1149 1 Lost the Code

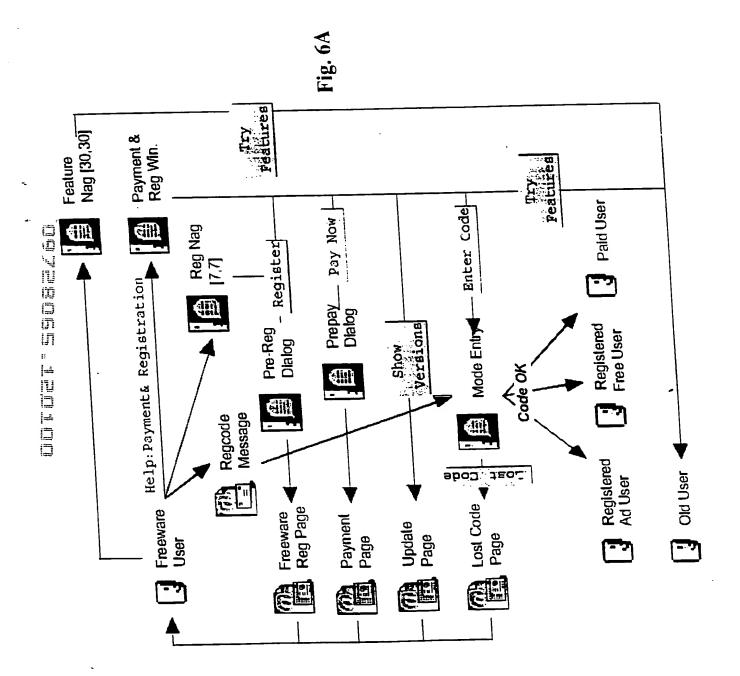
Fig. 5F

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light version of Eudora? John email client, it lecks the restures you would be giving up, now:	s as you type Itple mail accounts or identitles your mail more quickly nour mail	es for better organization was depending on your filters se to a filter	rer of these features, at no charge if you really want to make the eds it you really want to make the eds it you really want then select if ull it is the interest in the property of the prince of th	
Do you really want to switch to the light version of Eudora? While Eudora in light mode remains a very capable and I client, it locks the power of the full version. Here are some of the features you would be giving up,	 The checkmarks lext to the specific of your email messages as you type Check the spelling of your email messages as you type Multiple personalities for managing multiple mail accounts or identities Multiple personalities for managing multiple mail accounts or identities Message stationery to help you respond to your mail Multiple signatures to help personalize your mail 	 More powerful filtering Charpette feronslity associated with messages for better organization Play various sounds when mail arrives depending on your filters Open a message or mail box in response to a filter 	Print mail directly from filters You can continue to enjoy the time-saying power of these features, at no charge you can continue to enjoy the time-saying power of these features, at no charge almpiy by leaving Eudora in sponsored mode. If you really went to make the eds an phiy by leaving Eudora in sponsored mode. If you really went to make the eds yersion (costs money, no ads).	

Fig. 5G



Fluiti ple personalities for managing multiple mail accounts or identities. While Euclore in light mode remeins a very capable amail program, it isotasili the power of the full very long. Here are some of the copabilities you could be using to manage your email (and you'll be getting more of it, we're sure). The full These feetures will be turned on automatically, at no charge, when you click of this enticing button below. (C'mon site to being) they are displayed in a vey that's sensitive to what you're doing when you're in Wawi Livant to try all the features! version is free because it is sponsor supported that means it has ads in it, but Play various sounds when mail arrives depending on your filters i-featured version of Eudora Change the personal ity associated with messages for better organization Open a message or mailbox in response to a filter Multiple signatures to help personatize your mail Print mall directly from filters Hore powerful filtering Cancel

Fig. 6B

There are updates available to Eudora

There are updates available to Eudora

you have Eudora version 4.1. The following updates have become a since this version was released. If you'd like more information since this version was released. If you'd like more information any of these updates, simply follow the links. If you'd rather you of updates, follow this is new features like automatic in this update is mostly bug fixes. This update is free to you.

Eudora 4.2

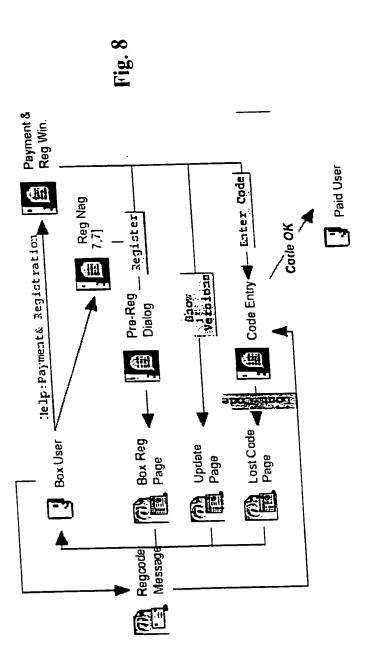
This update is mostly bug fixes. This update is free to you.

Printed Karual

You can buy a printed manual for Eudora.

Fig. 7B

:



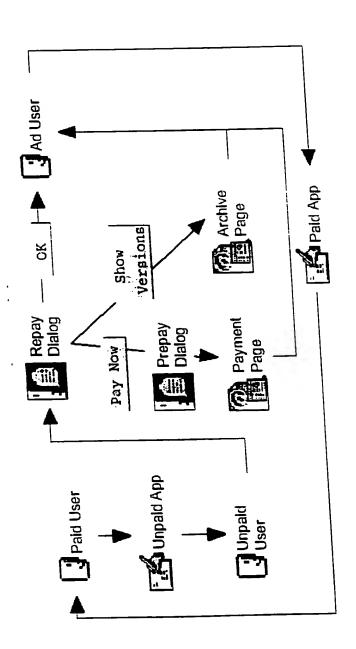


Fig. 9

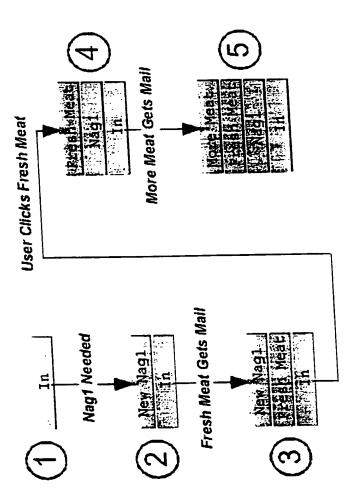


Fig. 10

THE POPULATION OF THE POPULATI	Wed, Sep 1, 1999, 4:48 PM	Today, 11:26 AM	Wed, Sep 1, 1999, 4:48 PM	ASAPI	Today, \$1:25 AM	Wed, Sep 1, 1999, 4:48 PM	Attempted	
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			Chartemone					Remove Remove

Fig. 12A

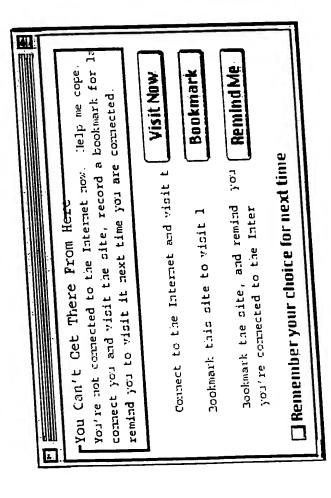
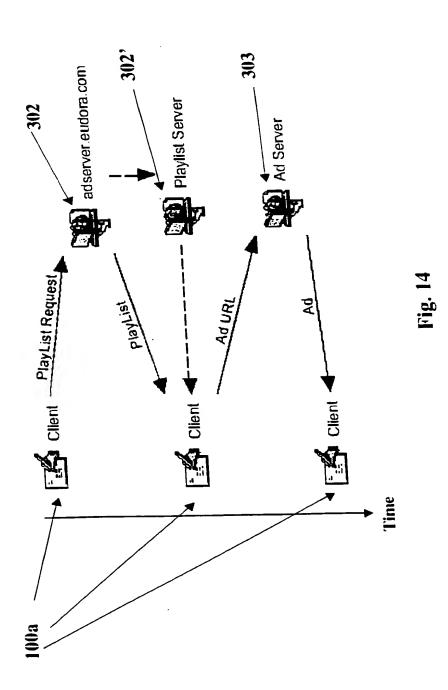


Fig. 12B

Fig. 13A

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Fig. 13B



```
// Main ad scheduler
ScheduleMain
// Has a new day dawned?
Do CheckForNewDay
// Are we are within the current ad's showfor?
if ( ad.thisShowTime < ad.showFor )</pre>
// there is nothing to be done
return
// At this point, we know that we need a new ad
 // Perform housekeeping tasks on the old one
 Do AdEndBookkeeping
 // Pop out of a block if all ads on par
 if ( block isn't all playlists )
 find ad with minimum ad.numberShown
 if ( ad.numberShown >= blockGoal )
 set block to all playlists
 // If we are over our quota of regular ads for the day,
 // look for a runout
  if ( adFaceTimeToday > faceTimeQuota )
  Do ShowARunout
  }
  else
  Do ShowARegularAd
  }
  // end ad schedule main
```

```
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```

```
// We must perform certain tasks when the calendar day
   changes.
   CheckForNewDay
   (if ( the calendar day has changed )
    // Perform housekeeping tasks on the ad currently showing
    Do StopShowingCurrentAd
    // Runout ads are charged for a full showFor if they've been
    // at all on a given day. Charge any runout ads if they've
    been
    // shown at all.
    for runout ads
ıĎ
    if ( ad.thisShowTime > 0 )
N
     ad.totalTimeShown += ad.showFor
ad.thisShowTime = 0
(T)
I
     // Now, reset the counters for all ads to reflect the fact
     that
     // a new day has dawned.
     for all ads
      ad.numberShownToday = 0
      // Record yesterday's facetime
      // Might not literally be yesterday, be sure to use
      // whatever day the app was last run on
      set old current day's facetime to totalFaceTimeToday
      // and reset our global regular ad facetime counter
      adFaceTimeToday = 0
      totalFaceTimeToday = 0
      // if we were in a block, back out
      set block to all playlists
       // end CheckForNewDay
```

```
// This function shows a runout ad, and if it
// can't find one, goes to a rerun
ShowARunout
for runout ads
// has the ad been flushed?
if ( ad.flushed )
try next ad
// are we done showing this runout today?
 if ( ad.numberShownToday > ad.dayMax )
 try next ad // this one's used up for the day
 // are we done showing this runout for ever and ever?
 if ( ad.shownFor > ad.showForMax )
 try next runout ad // this one's used up forever
 // are we between the ad's start and end dates?
 if ( ad.startDate < the current date < ad.endDate )
 try next runout ad
 // the ad is not supposed to run today
  // do we actually HAVE the ad?
  if ( ad has not been downloaded )
 ask for ad to be downloaded
  try next ad
  // ok, we believe we should show this runout
  // we are now in runout state
  Do ShowAnAd
  return
   // if we haven't found a runout ad, we will go to "rerun"
   Do ShowARerun
   // end ShowARunout
```

```
// Rerun state. Look for a regular ad to rerun
  ShowARerun
  for regular ads [ in current block ]
  // has the ad been flushed?
   if ( ad.flushed )
   try next ad
   // is this ad recent enough to rerun?
   if ( ad.lastShownDate is older than returnInterval )
   try next ad
   // this one is too old to rerun
   // if in block, show ads only if it's their "turn"
   if ( ad.numberShownToday >= blockGoal )
   try next ad // need to find a friend in this block
    // are we between the ad's start and end dates?
    if ( ad.startDate < the current date < ad.endDate )
H
    try next ad
    // the ad is not supposed to run today
n
    // do we actually HAVE the ad?
M
    if ( ad has not been downloaded )
1
    ask for ad to be downloaded
Ш
     try next ad
- []
     // ok, at this point we can show this ad, but because
j=
     // we're in rerun, we don't keep the books
     Do ShowAnAd
     return
     } .
     // if we get here, we have no ads to show. Punt.
     return
      // end ShowARerun
```

```
// Show a regular ad
ShowARegularAd
for regular ads [ in current block ]
// has the ad been flushed?
if ( ad.flushed )
try next ad
 // are we done showing this ad today?
if ( ad.numberShownToday > ad.dayMax )
 try next ad // this one's used up for the day
 // if in block, show ads only if it's their "turn"
 if ( ad.numberShownToday >= blockGoal )
 try next ad // need to find a friend in this block
 // are we done showing this ad for ever and ever?
 if ( ad.shownFor > ad.showForMax )
 try next ad // this one's used up forever
 // are we between the ad's start and end dates?
 if ( ad.startDate < the current date < ad.endDate )
  try next ad
  // the ad is not supposed to run today
  // do we actually HAVE the ad?
  if ( ad has not been downloaded )
  {
  ask for ad to be downloaded
  try next ad
  // ok, we believe we should show this ad
  // we are now in regular state
  Do ShowAnAd
   return
   // If we get here, we have failed to find a regular
   // ad. Go to runout
   Do ShowARunout
   // end ShowARegularAd
```

```
// Perform necessary housekeeping when we're taking
// down an ad
AdEndBookkeeping
// In rerun state, we don't do any bookkeeping
if ( in RerunState )
return
// Account for at most ad.showFor seconds, provided
// we've shown the ad for at least ad.showFor seconds
// Note that this means we don't charge for time beyond
 // ad.showFor seconds, which is important
 if ( ad.thisShowTime >= ad.showFor )
 {
 ad.numberShownToday += ad.showFor
 ad.shownFor++
 // we do NOT reset this ShowTime here, we do it in
 // AdStartBookkeeping. It actually doesn't matter where
 // we do it, provided we are careful NOT to do it for
 // runout ads.
 }
 }
 // end AdEndBookkeeping
```

_,				— ,
Ads	faceTime Used to determine how much advertising to send to client	pasn loN	reginterval Relatively large; one or more days flush Used. Single playlist completely specifies list of ads client should have	pesn lon
Persistent Ads	faceTime	faceTimeLeft Not used	reqinterval flush	Parameters showForMax Not used
d			Clienținfo	PlayList Response Scheduling Parameters
	Request		PlayList Response Clientinfo	Response
	PlayList Request		playList	PlavList

Fig. 16A

PlayList Request faceTime Not used faceTime Left Used to determine how many ads client raceTimeLeft Used to determine how many ads client requests new reqinterval Not used. Instead, client requests new playList Response Citenting Parameters Iush Not used Not used Iush Not used				 :
1 - -	ort-Lived Ads	faceTime Not used acermine how many ads client aceTimeLeft Used to determine how many ads client should receive	reqinterval Nol used. Instead, client requests new playlist whenever ads "run low". Itush: Not used	parameters showForMax: Used to determine how long an ad runs
PlayList Request PlayList Response	Sh		Cilentinfo	Scheduling
PlayList PlayList		Request	Response	Response
		PlavList	PlayList	PlavList

Fig. 16B

Eudora doesn't seem to be getting ads. For some reason, Eudora is unable to download ney ads. Downloading and displaying ads is a requirement for the free full-featured version of Eudora displaying ads is a requirement for the free full-featured version of Eudora please visit the Eudora web site for information about how to resume getting	3	site
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esn't s n, Eudol is a requ e Eudora	request ading c	
ra dae ing ads visit th	HITP P	
Eudora doesn't seem to be getting ads. For some reason, Eudora is unable to download ney ads. Downloading and displaying ads is a requirement for the free full-featured version of Eudora please visit the Eudora web site for information about how to resume getting	Invalid HTTP request (Error code: 503) Invalid HTTP request (Error code: 503) If ad downloading confinges to fail Endors will eventually	rever

Fig. 17/



Something seems to be covering the ad.

this happens in the hopes that you will stop covering up the ad. If you don't, this all or a significant portion of an ad. The software is designed to notify you when les probably inadvertent, but Eudora has determined that you are covering up. window will keep popping up (which you will probably find quite annoying)

We've always got some good stuff under development back at the home office; and it's the advertising in Eudore that enables us to continue to develop the software while providing it to you for free. We've worked hard to make sure the edvertising is not an moying and we genuinely hope that you are not deliberately tryl ng to cover the ads because they re bother ing you. Of course, you can choose to pay us for Eudora by choosing "Payment & Registration" from the "Help" menuand clicking on "Paid Full Version." Or you can remove whatever is

obscuring the ad.



Fig. 17B

Eudora will now revert to a less powerful version.

Eudora has been unable to download ads for quite some time and will how revert to a less powerful version. If you vould like more information about why Eudora's features are being reduced at this time, please visit the Eudora web site. You will find information there about how the full-featured version can be reactivated.

We're sorry for this inconvenience.

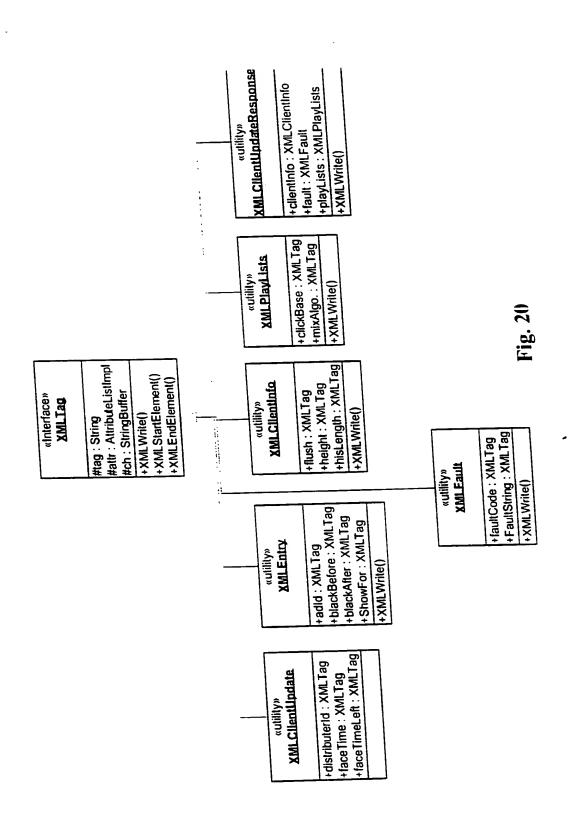
Fig. 17C

	We'd like to know how you was beautiful it's important that we know how how in order to make Eudora work as well as possible, it's important that we know how in order to make Eudora work as well as information at reindom. Looks I ke it's your furn.	If you're open to helping us this way all you have the contents of the message if you like, and a message will be created. You can review the contents of the message will be created. You can to you.	We value our privacy; we're protty sure you value yours. So we want you to know to what want be collecting and give you a chance to eliminate anything you don't want to any information you'd rather not send.	Plasse under stand that as soon as we receive your amall, we will throw every the	know who you are to find your information helpful. Sure know who you are to find your into "Just a number"	It's OK to transmit statistics regarding. Net/Eudora usage		
	We'd like to know now you was in order to make Eudore vork of well as in we ask users for this into	If you're open to helping us this way at	We value our privacy; we're pretty sur what wa'll be collecting and give you's	Please under stand that as soon as ce Te	know who you are to find your injoring	It's OK to transmit statistics requestric of Your demographic data	Advertisement information Non-personal settlings	

Fig. 18A

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	Doge			Payment	Freeware Registratio register-free	Adware Registration register-bo	Box Registrations	Lost Cour	ate		:	Introduction	Support	Quick Time Missing	Ad Failure	Tutorial	FAQ	Light Users	Newsorollos

Fig. 19



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8 The list of available ads advantageously can be built from the following query:

ads = dbCon.prepareStatement("SELECT * FROM ads WHERE StartDate <= today AND endDate >= today + 30 AND AdType = "1" AND AdStatus = "A" AND ImpressionsServed < Impressions ORDERD BY ImpressionsServed ASC);

30 AND AdType = "R" AND AdStatus = "A" AND ImpressionsServed < Impressions ORDERD BY ImpressionsServed run out ads = dbCon.prepareStatement("SELECT * FROM ads WHERE StartDate <= today AND endDate >= today +

8 The time required to deliver the ads advantageously can be calculated in the following manner.

face time left for today [seconds] = faceTime[today] - faceTimeUsedToday

(Comment: Face time left for today is the number of secondes the serviet can use to deliver special ads today.)

predict face time $\{seconds\} = SUM(faceTime[tomorrow], faceTime[tomorrow + 1], ... faceTime[tomorrow + reqInterval]$

(Comment: Predict face time is the number of seconds the servlet predicts the user is going to have.)

(Comment: Goal show time left is the number of seconds that the software provider needs to fill with ads.) goal show time left [seconds] = predict face time – faceTimeLeft

Fig. 2118

	«Interface» PlayListServit	-dbm : DBManag +doGet() +doPost()	+init() +destroy()				
	date) : boolean		eResponse) : boolean	!	ise: XMLClientUpdateResponse): boolean		
«utility» PjayListRequest	+"com.jdark.xml.sax.Driver": String +handleRequest(input : InputSource, ClientUpdate : XMLClientUpdate) : boolean	«utility» PlayListResponse	+playlistResponse: xMLClientUpdateResponse +handleResponse(XMLClientUpdateResponse: xMLClientUpdateResponse): boolean	«utility» PlayListsGenerator	+dbm : DBManager +generate(clientUpdate : XMLClientUpdate, clientUpdateResponse : XMLClientUpdateResponse) : boolean	«interface» DBManageL	-dbName : String -dbLocation : String +openConnection() : boolean +getConnection() : Connection +exeSQL(startDate : SQLDate) : boolean

Fig. 22

SQL Database Create Thread for updating in the ADS table number of impression served **n**DBC flow direction | Generate XML Response Play List Serdet Main Thread | Decision / Filter / Targeting Select from ADS where ... XML Parse Request lunch thread lunch thread Create Thread for logging the response information for logging the request information Create Thread store in table the clinet request information

update impressions

store in table the response information